

ELECTION OF SPECIES

Claims 30-36, 38-45, 47-54, 57-64, 67-138 and newly submitted claims 139-143 are pending in this application. Claims 115 to 120 are subject to an Election Requirement. Claim 115 is considered to be generic.

Applicant elects to prosecute the species as claimed in Claim 116; “rental of entertainment products”.

AMENDMENT OF CLAIMS

Applicant has amended existing Claim 30 by changing line 1 to read “goods and/or services”, rather than “goods and services”.

Applicant has amended generic Claim 115 to read “rentals” in place of “rental of products”. “Rentals” is a broader term in that it can also apply to rental of property.

New Claims 139 through 143 have been added.

New Claim 139 is dependent on claim 115 and considered a distinct species from the species of Claims 116-120.

New Claim 140 is a rewrite of Claim 116 into independent form, and is therefore readable on Claim 116, the elected species.

Claims 141-143 are dependent on Claim 140 and are therefore all readable on the elected species.

CLAIMS:

1-29. (Cancelled.)

30. (Currently amended) An apparatus to market and/or sell goods or services over an electronic network comprising:

a first computerized central communications facility adapted to be linked to a computerized remote facility and to a plurality of other computerized central communications facilities, each of said first or other computerized central communications facilities having information relating to goods or services stored in a database, and each of said first or other computerized central communications facilities having a processor programmed to:

receive from a customer located at said computerized remote facility a request to at least one of search, browse and access in said database at said first or other computerized central communications facility for information of interest;

enable said customer to at least one of search, browse and access said database for information of interest; and

transmit said information of interest from the database at said computerized central communications facility to said computerized remote communications facility;

wherein at least one of said computerized central communications facilities is adapted to provide to said customer at said computerized remote facility a list of computerized central communications facilities permitting said customer to select and contact at least one other computerized central communications facility to request additional information relating to said goods or services.

31. (Previously Presented) The apparatus of claim 30, wherein said computerized central communications facility is further programmed to facilitate a

transaction between said computerized central communications facility and said computerized remote communications facility.

32. (Previously Presented) The apparatus of claim 30, wherein at least one of said computerized central communications facilities is further programmed to contact the customer and apprise said customer of goods or services offered or any special offerings.

33. (Previously Presented) The apparatus of claim 30, wherein said computerized central communications facility and each of said other computerized central communications facilities are associated with competing providers of goods or services.

34. (Previously Presented) The apparatus of claim 30, wherein at least one of said computerized central communications facility and said other computerized central communications facilities further includes an audio communication device for communication with said computerized remote communications facility.

35. (Previously Presented) The apparatus of claim 30, wherein said computerized central communications facility and at least one of said other computerized central communications facilities is further adapted to provide information relating to goods or services in the form of an audio or video presentation.

36. (Previously Presented) The apparatus of claim 35, wherein said apparatus further comprises means for recording a presentation stopping point for future reference.

37. (Cancelled.)

38. (Previously Presented) The apparatus of claim 30, wherein said processor is further programmed to compile a customer profile based on the customer's search of the database and to provide targeted advertising based on said customer profile.

39. (Previously Presented) The apparatus of claim 30, wherein said processor is further programmed to download software from said computerized central communications facility to said remote communications facility, said software adapted to present information of interest to said customer.

40. (Previously Presented) The apparatus of claim 30, wherein said processor is further programmed to download software from said computerized central communications facility to said remote communications facility, said software adapted to enable the customer to communicate with said central communications facility.

41. (Previously Presented) The apparatus of claim 30, wherein said processor is further programmed to download software from said computerized central communications facility to said remote communications facility, said software adapted to enable said customer to conduct a transaction using the information provided by said computerized central communications facility relating to goods or services.

42. (Previously Presented) The apparatus of claim 30, wherein said processor is further programmed to provide an interactive presentation relating to goods or services.

43. (Previously Presented) The apparatus of claim 42, wherein said interactive presentation includes an audio presentation in the form of a computerized voice.

44. (Previously Presented) An apparatus for marketing at least one of goods or services, comprising:

a first central communications facility having a first database of information relating to goods or services to provide to a customer at a computerized remote facility upon request, said first central communications facility adapted to enable said customer to select and contact a second central communications facility having a database of information relating to a second set of information relating to goods or services to provide upon request; and

a communication device to enable said first central communications facility to communicate with said remote facility, said communication including transmitting said first set of information from said first central communications facility to said remote facility.

45. (Previously Presented) The apparatus of claim 44, further comprising means enabling said central communications facility or said other central communications facilities to conduct a transaction with said remote communications facility.

46. (Cancelled.)

47. (Previously Presented) The apparatus of claim 44, wherein said central communications facility or at least one of the other central communications facilities further provides a directory of providers of goods or services.

48. (Previously Presented) The apparatus of claim 44, wherein said information relating to goods or services is an audio or a video presentation.

49. (Previously Presented) The apparatus of claim 48, wherein said audio presentation is adapted to have the form of a computerized voice.

50. (Previously Presented) The apparatus of claim 44, wherein said central communications facility is further adapted to provide live customer assistance upon request.

51. (Previously Presented) The apparatus of claim 44, wherein said apparatus further comprises means for recording a presentation stopping point for future reference.

52. (Previously Presented) The apparatus of claim 44, wherein said goods or services include financial services.

53. (Previously Presented) The apparatus of claim 44, wherein said goods or services include auctioning services.

54. (Previously Presented) The apparatus of claim 44, further comprising a software application for assisting the central communications facility to download a contract to the computerized remote location.

55-56. (Cancelled.)

57. (Previously Presented) The apparatus of claim 44, further comprising a software application adapted to assist the customer to download information relating to goods or services from said central communications facility.

58. (Previously Presented) The apparatus of claim 44, further comprising means for downloading software from the central communications facility to the computerized remote facility.

59. (Previously Presented) A method for electronically transacting goods or services between a customer at a remote location and a plurality of providers of goods or services comprising:

providing a first database associated with a first provider of goods or services and containing information relating to goods or services, said first database adapted to direct the customer at a remote location to a second database associated with a second provider of goods or services and containing information relating to goods or services; and

enabling a remote facility to browse each of said first or second databases for information relating to goods or services.

60. (Previously Presented) The method of claim 59, further comprising establishing communication with a third database containing information relating to goods or services.

61. (Previously Presented) The method of claim 59, further comprising downloading a software application to said remote facility, said software application adapted to present additional information relating to goods or services to the customer.

62. (Previously Presented) The method of claim 59, further comprising downloading a software application to the remote facility, said software application adapted to assist said customer in conducting a transaction using said first or said second database.

63. (Previously Presented) The method of claim 59, further comprising downloading a software application to the remote facility, said software application adapted to assist the customer to communicate with said first or said second database.

64. (Previously Presented) The method of claim 59, further comprising periodically updating each of said first and said second database.

65-66. (Cancelled.)

67. (Previously Presented) The method of claim 59, further comprising providing live assistance to said remote facility to assist browsing said first or said second database.

68. (Previously Presented) The method of claim 59, further comprising providing an audio- visual presentation relating to said goods or services.

69. (Previously Presented) The method of claim 68, wherein said audio-visual presentation has the form of computerized voice.

70. (Previously Amended) Apparatus for marketing goods or services, comprising:

a central communications facility to provide information relating to goods or services to a customer at a computerized remote facility, said central communications facility adapted to enable said customer to select and contact at least one other central communications facility providing information relating to goods or services;

a first communication device associated with said central communications facility for providing live communication between the central communications facility and said computerized remote facility;

a second communication device associated with said central communications facility for providing a second simultaneous communication between said central communications facility and said computerized remote facility; and

a database of information relating to goods or services accessible by said customer at said remote facility.

71. (Previously Presented) The apparatus of claim 70, wherein said database of information relating to goods or services includes a directory of providers of goods or services.

72. (Previously Presented) The apparatus of claim 70, wherein said live assistance is interactive.

73. (Previously Presented) The apparatus of claim 70, wherein said central communications device is adapted to download a software application to said computerized remote facility.

74. (Previously Presented) The apparatus of claim 73, wherein said software application is adapted to provide additional information relating to goods or services

75. (Previously Presented) The apparatus of claim 73, wherein said software application is adapted to enable said computerized remote facility to communicate with said central communications facility.

76. (Previously Presented) The apparatus of claim 73, wherein said software application is adapted to enable said computerized remote facility to facilitate a transaction using the information provided by said central communications facility.

77. (Previously Presented) The apparatus of claim 30, wherein said computerized central communications facility is further programmed to provide said customer with live assistance upon request.

78. (Previously Presented) The apparatus of claim 44, wherein said first central communications facility is further adapted to provide live customer assistance upon request.

79. (Previously Presented) The apparatus of claim 44, wherein said first central communications facility further enables said customer to browse said first set of information relating to goods and service.

80. (Previously Presented) The apparatus of claim 44, wherein said second central communications facility enables said customer to browse said second set of information relating to goods or services.

81. (Previously Presented) The method of claim 59, further comprising enabling the remote facility to search said first database or said second database.

82. (Previously Presented) An apparatus for providing information relating to goods and services comprising:

a first computerized central communications facility of a first provider linked to a plurality of other computerized central communications facilities providing information relating to goods and services, at least one of said plurality of other computerized central communications facilities associated with a second provider, and to a computerized remote facility adapted to have access to said plurality of other computerized central communications facilities;

wherein at least one of said computerized central communications facilities is adapted to provide information to enable said remote facility to select and contact another one of said computerized central communications facilities.

83. (Previously Presented) The apparatus of claim 82, wherein each of the plurality of central communications facilities is connected to a first central communications facility.

84. (Previously Presented) The apparatus of claim 82, wherein each of said plurality of central communications facilities is linked to at least one other central communications facility.

85. (Previously Presented) The apparatus of claim 82, wherein each of said central communications facilities is further adapted to provide information relating to at least one of goods or services.

86. (Previously Presented) The apparatus of claim 82, wherein at least one of said central communications facilities is adapted to provide live assistance to said remote facility.

87. (Previously Presented) An apparatus for marketing goods and services, comprising:

a central communications facility adapted to provide a set of information relating to goods or services to a customer at a computerized remote facility, said central communications facility further adapted to be accessible to said customer through information provided by at least one other central communications facility; and

a communication device to enable said central communications facility to communicate with said remote facility, said communication including transmitting said set of information to said customer at said remote facility.

88. (Previously Presented) An apparatus to market goods or services over an electronic network, comprising:

a first computerized central communications facility of a first provider linked to a second computerized central communications facility of a second provider and to a remote facility of a customer, said first computerized central communications facility having information relating to goods or services stored in a database, and a processor programmed to:

receive from said customer a request to at least one of search, browse and access said database for information of interest;

enable said customer to at least one of search, browse and access said database for information of interest;

transmit said information of interest from said database to said computerized remote communications facility;

direct said customer to said second computerized central communications facility, said second computerized central communications facility having information relating to goods or services stored in a database; and

periodically update said database in said first or second computerized central communications facility.

89. (Previously Presented) A first computerized central communications facility linked to a plurality of other computerized central communications facilities, said first computerized central communications facility comprising:

a database of information relating to goods or services;

a communication device for communicating with a customer at a remote facility;
and

a processor programmed to:

receive from said customer a request to search, browse or access said database,

enable said customer to at least one of search, browse or access said database for information of interest,

communicate said information of interest to said customer,

direct said customer to one of said other computerized central communications facilities that has information relating to goods or services in competition with at least one of said first computerized central communications facility or said other computerized central communications facilities.

90. (Previously Presented) A first computerized central communications facility linked to a plurality of other computerized central communications facilities, at least one of said other computerized central communications facilities providing information relating to goods or services in competition with said first computerized central communications facility, said first computerized central communications facility comprising:

a database of information relating to goods or services;

a communication device for communicating with a customer at a computerized remote facility; and

a processor programmed to:

receive from said customer a request for information relating to goods or services,

enable said customer to at least one of search, browse or access said database for information relating to said goods or services, and

communicate said information relating to said goods or services to said customer;

wherein said customer at said computerized remote facility can access information at said first computerized central communications facility and at said at least one other competing computerized central communications facility by using software downloaded from said first computerized central communications facility or from at least one other computerized central communications facility.

91. (Previously Presented) The apparatus of claim 82, wherein at least one of said computerized central communications facilities is configured to initiate contact with said customer.

92. (Previously Presented) The apparatus of claim 82, wherein at least one of said computerized central communications facilities is configured to contact said customer and apprise said customer of goods or services offered or any special offerings.

93. (Previously Presented) The apparatus of claim 82, wherein at least one of said computerized central communications facilities is configured to provide employee recruiting information.

94. (Previously Presented) The apparatus of claim 82, wherein at least one of said computerized central communications facilities is configured to verify the identity of said customer.

95. (Previously Presented) The apparatus of claim 82, wherein at least one of said computerized central communications facilities is configured to provide information about the sale or financing of housing.

96. (Previously Presented) The apparatus of claim 82, wherein at least one of said computerized central communications facilities is configured to provide a coupon relating to said goods or services to said customer.

97. (Previously Presented) The apparatus of claim 82, wherein at least one of said computerized central communications facilities is configured to provide a discount relating to said goods or services to said customer.

98 (Previously Presented) The apparatus of claim 82, wherein at least one of said computerized central communications facilities is configured to charge said customer a fee to obtain access to said information relating to goods or services.

99. (Previously Presented) The apparatus of claim 87, wherein at least one of said central communications facilities is configured to initiate contact with said customer.

100. (Previously Presented) The apparatus of claim 87, wherein at least one of said central communications facilities is configured to contact said customer and apprise said customer of goods or services offered or any special offerings.

101. (Previously Presented) The apparatus of claim 87, wherein at least one of said central communications facilities is configured to provide employee recruiting information.

102. (Previously Presented) The apparatus of claim 87, wherein at least one of said central communications facilities is configured to verify the identity of said customer.

103. (Previously Presented) The apparatus of claim 87, wherein at least one of said central communications facilities is configured to provide information about the sale or financing of housing.

104. (Previously Presented) The apparatus of claim 87, wherein at least one of said central communications facilities is configured to provide a coupon relating to said goods or services to said customer.

105. (Previously Presented) The apparatus of claim 87, wherein at least one of said central communications facilities is configured to provide a discount relating to said goods or services to said customer.

106. (Previously Presented) The apparatus of claim 87, wherein at least one of said central communications facilities is configured to charge said customer a fee to obtain access to said information relating to goods or services.

107. (Previously Presented) The apparatus of claim 87, wherein at least one of said central communications facilities is configured to provide auctioning services.

108. (Previously Presented) A marketing apparatus for use with a distant communication including means for storing a digital image and a data record of a good for sale within said distant communication apparatus and a means for transmitting said digital image and data record to said marketing apparatus; said marketing apparatus comprising:

a communication means for communicating with said distant communications apparatus;

a processor operably connected to said communications means, said processor receiving the data record of a good for sale from said distant communications apparatus, said processor receiving an identification code from said distant communications apparatus;

a storage device operably connected to said processor, said storage device adapted to receive said data record of a good for sale, said data record containing an image of said good for sale and a written description of said good for sale;

presentation software operably connected to said storage device and a communications link, said presentation software providing , via said communications link, and interface to said marketing apparatus for a customer, thereby giving the customer access to said data record written description and said image of said good for sale;

a transaction processor operably connected to said communications link and said storage device, said transaction processor adapted to enable customer to tender payment, and to approve said payment means; and

a transaction record means operably connected to said transaction processor, said transaction record means transmitting to said customer in response to said purchase request a record of said transaction.

109. (Previously Presented) The marketing apparatus of claim 108 wherein at least one of said apparatus is configured to provide auctioning services.

110. (Previously Presented) The marketing apparatus of claim 108 wherein at least one of said apparatus is configured to provide a coupon relating to said goods or services to said customer.

111. (Previously Presented) The marketing apparatus of claim 108 wherein at least one of said apparatus is configured to provide information about the sale or financing of vehicles.

112. (Previously Presented) The marketing apparatus of claim 108 wherein at least one of said computerized central communications facilities is configured to enable said customer to select and contact another computerized central communications facility.

113. (Previously Presented) The marketing apparatus of claim 108 wherein at least one of said apparatus is configured to contact said customer and apprise said customer of goods or services offered or any special offerings.

114. (Previously Presented) The marketing apparatus of claim 108 wherein at least one of said apparatus is configured to initiate contact with said customer.

115. (Currently Amended) An apparatus to market and/or sell goods or services

over an electronic network comprising: a first computerized central communications facility adapted to be linked to a computerized remote facility and to a plurality of other computerized central communications facilities, each of said first or other computerized central communications facilities having information relating to goods or services stored in a database, and each of said first or other computerized central communications facilities having a processor programmed to:

receive from a customer located at said computerized remote facility a request to at least one of search, browse and access in said database at said first or other computerized central communications facility for information of interest;

enable said customer to at least one of search, browse and access said database for information of interest; and

transmit said information of interest from the database at said computerized central communications facility to said computerized remote communications facility;

wherein at least one of said computerized central communications facilities is adapted to provide said customer information regarding rentals of products.

116. (Currently Amended) The apparatus of claim 115 wherein said rentals are entertainment products.

117. (Previously Presented) The apparatus of claim 115 wherein the products are movies.

118. (Previously Presented) The apparatus of claim 115 wherein the products are recorded performances.

119. (Previously Presented) The apparatus of claim 115 wherein the products are games.

120. (Previously Presented) The apparatus of claim 115 wherein the products are music.

121. (Previously Presented) The apparatus of claim 115 wherein at least one of said computerized central communications facilities is adapted to enable said customer to print said information.

122. (Previously Presented) The apparatus of claim 115 wherein at least one of said computerized central communications facilities is configured to enable said customer to select and contact another computerized central communications facility.

123. (Previously Presented) A method for running application software in a computer network environment, comprising:

providing at least one computerized remote communications facility and at least one computerized central communications facility coupled to said network

environment, wherein said network environment is a hypermedia transmitted environment;

executing, at said computerized remote communications facility, browsing application software that processes a first transmitted hypermedia document to identify visual and/or audio information in said hypermedia document caused to be transmitted from said computerized central communications facility for a customer at said computerized remote communications facility;

utilizing said browsing application software to display, on a monitor at said computerized remote communications facility, at least a portion of a first transmitted hypermedia document received over said network from said computerized central communications facility, wherein a portion of said first hypermedia document is displayed within a first browsing application software window on said monitor at said computerized remote communications facility, wherein said computerized remote communications facility has downloaded application software from at least one of said computerized central communications facilities in a current or past session, wherein said browsing application software is operational to process information contained in said hypermedia document, and wherein said downloaded application software is operational to translate information contained in said transmitted hypermedia document in order to display in said first browsing application software window or otherwise reproduce said information at a computer for said customer at said computerized remote communications facility.

124. (Previously Presented) The method of claim 123 wherein at least one of

said computerized central communications facilities is configured to provide a coupon relating to goods or services to said customer.

125. (Previously Presented) The method of claim 123 wherein at least one of said computerized central communications facilities is configured to provide auctioning services.

126. (Previously Presented) The method of claim 123 wherein at least one of said computerized central communications facilities is configured to provide information about the sale or financing of vehicles.

127. (Previously Presented) The method of claim 123 wherein at least one of said computerized central communications facilities is configured to enable said customer to select and contact another computerized central communications facility.

128. (Previously Presented) The method of claim 123 wherein at least one of said computerized central communications facilities is configured to contact said customer and apprise said customer of goods or services offered or any special offerings.

129. (Previously Presented) The method of claim 123 wherein at least one of said computerized central communications facilities is configured to initiate contact with

said customer.

130. (Previously Presented) A method for enabling a remote user to preview a portion of a pre-recorded entertainment product from a network computerized central communications facility containing pre-selected portions of different pre-recorded entertainment products, using a computer, a computer display and a telecommunications link between the remote user's computer and the network computerized central communications facility, the method comprising the steps of:

- a) using the remote user's computer to establish a telecommunications link to the network computerized central communications facility wherein the network computerized central communications facility comprises (i) a central computer coupled to a communications network for retrieving and transmitting the pre-selected portion of the pre-recorded entertainment product upon request by a remote user and (ii) a central storage device for storing pre-selected portions of a plurality of different pre-recorded entertainment products;
- b) choosing at least one pre-selected portion of the pre-recorded entertainment products from said central computer;
- c) receiving the chosen pre-selected portion of the pre-recorded products; and
- d) interactively previewing the received chosen pre-selected portion of the pre-recorded entertainment product.

131. (Previously Presented) The method of claim 130 wherein the method

further comprises the step of transmitting user identification data from the remote user's computer to the central host server thereby allowing the central host server to identify and track the user's progress through the network computerized central communications facility.

132. (Previously Presented) The method of claim 130 wherein said network comprises multiple computerized central communications facilities and wherein at least one of said computerized central communications facilities is configured to provide a coupon relating to said goods or services to said customer.

133. (Previously Presented) The method of claim 130 wherein said network comprises multiple computerized central communications facilities and wherein at least one of said computerized central communications facilities is configured to provide auctioning services.

134. (Previously Presented) The method of claim 130 wherein said network comprises multiple computerized central communications facilities and wherein at least one of said computerized central communications facilities is configured to provide information about the sale or financing of vehicles.

135. (Previously Presented) The method of claim 130 wherein said network comprises multiple computerized central communications facilities and wherein at least

one of said computerized central communications facilities is configured to enable said customer to select and contact another computerized central communications facility.

136. (Previously Presented) The method of claim 130 wherein said network comprises multiple computerized central communications facilities and wherein at least one of said computerized central communications facilities is configured to contact said customer and apprise said customer of goods or services offered or any special offerings.

137. (Previously Presented) The method of claim 130 wherein said network comprises multiple computerized central communications facilities and wherein at least one of said computerized central communications facilities is configured to initiate contact with said customer.

138. (Previously Presented) An apparatus for marketing goods and/or services, comprising:

a computerized central communications facility providing information relating to goods and/or services to customers at a plurality of computerized remote facilities, each of said plurality of computerized remote facilities remote from and linked to said computerized central communications facility; and

a database of information relating to said goods and/or services accessible to customers at said plurality of computerized remote facilities;

wherein said computerized central communications facility provides auctioning

services including receipt of auction bids placed by customers from said plurality of computerized remote facilities.

139. (New) The apparatus of claim 115 wherein said rentals are travel rentals.

140. (New) An apparatus to market and/or sell goods or services over an electronic network comprising: a first computerized central communications facility adapted to be linked to a computerized remote facility and to a plurality of other computerized central communications facilities, each of said first or other computerized central communications facilities having information relating to goods or services stored in a database, and each of said first or other computerized central communications facilities having a processor programmed to:

receive from a customer located at said computerized remote facility a request to at least one of search, browse and access in said database at said first or other computerized central communications facility for information of interest;

enable said customer to at least one of search, browse and access said database for information of interest; and

transmit said information of interest from the database at said computerized central communications facility to said computerized remote communications facility;

wherein at least one of said computerized central communications facilities is adapted to provide said customer information regarding entertainment rentals.

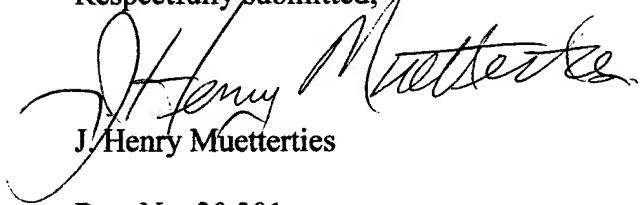
141. (New) The apparatus of claim 140 wherein said rentals are movie rentals.

142. (New) The apparatus of claim 140 wherein at least one of said computerized central communications facilities is adapted to enable said customer to print said information.

143. (New) The apparatus of claim 140 wherein at least one of said computerized central communications facilities is configured to enable said customer to select and contact another computerized central communications facility.

Each of the pending claims is in condition for allowance.

Respectfully submitted,



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